

Brookline Together

Board Meeting Minutes: February 18, 2019

7:00 pm Brookline Teen Outreach

Board Officers:

President:	Caitlin McNulty	Membership:	Lois McCafferty
Vice-President:	Bill Kim	Business Development:	Jason Tigano
Secretary:	Ally Bove	Community Development:	Heather Fulton
Treasurer:	Annette Ferrieri	Beautification:	Tony Griffith
Newsletter:	Brock Boutwell		

Attendance:

Board members present: Brock Boutwell, Ally Bove, Annette Ferrieri, Heather Fulton, Tony Griffith, Bill Kim, Lois McCafferty, Caitlin McNulty, Jason Tigano

Board members absent: none

Proceedings:

Meeting called to order at 7:14 pm by Board President Caitlin McNulty.

Approval of prior minutes:

Prior minutes from December 5, 2018 meeting had been e-mailed to all board members December 7, 2019. Motion to approve (C. McNulty), seconded (J. Tigano), unanimously approved.

Correspondence

Registered Community Organization approval letter: dated January 7, 2019 from City of Pittsburgh.

The City of Pittsburgh will contact Brookline Together to schedule a Development Activities Meeting with Brookline Together anytime any proposed development activity that affects Brookline and (copy from the paper Caitlin gave us)

Brookline Resident Community Survey

Reviewed results.

Action items:

- Re: activities that community members are interested in ---
 - There are apparently 2 CSAs currently operating in Brookline. Will find out the details and pass it along to Brookline community members
 - Bill Kim is working on forming a “rucking” group – will follow up with us
 - Contact Venture Outdoors to see if they could organize a community hike – Brock Boutwell will take care of this
 - Continue talking with Burgh Bees to get a community garden at Jacob/Whited when the apiary is created (all Board will continue with this)
 - Are we allowed to put a community shed on skids at Jacob/Whited? (Bill Kim and Tony Griffith will follow up on this.) If not, could ask Linda Boss if we could put a shed in the lot next to A. Boss (Lois McCafferty will follow up on this).
- Re: issues of concern in the neighborhood –
 - Will try to focus on the top 5
 - Litter on the ground – beautification
 - Unmaintained properties – beautification and business development
 - Speeding – liase with elected officials
 - Drugs – really falls more under Block Watch
 - Brookline Blvd landscaping – beautification / City picking up some of the larger planters
- Re: Blvd business facades – everyone said “yes”. BT can continue working on this.
- Re: businesses people want for Brookline --
 - Restaurants are limited due to limited spaces available and lack of kitchens in a lot of the spaces. Costs will be prohibitive for a lot. Jason Tigano will be putting together a list of Blvd property owners so that Brookline Together can try to connect them to interested tenants OR discuss whether they’d be willing to sell to redevelopers with the capital to make these projects happen.
 - Rather Ripped is gone, 824 Consignments is leaving, Salon Canova is leaving.
 - Parking may be a concern, but any restaurant could cite the Mazza garage when asking for a variance.
 - Gym – could be a good fit at the former Betts Auto on Brookline Blvd. (Why has this space not come up for rent or sale?)
- Re: services that people want in Brookline –
- Ally Bove will have it translated to Spanish and made available.

Marketing Plan

- Need a more concrete marketing plan. Tony Griffith will work on ideas.
- Additional marketing materials needed to hand out at meetings and other local events.

- Flyers for upcoming events that BT is involved with (whole-page flyers, sign-ups available at meetings, etc.)
- Set up PPT slides like a “digital billboard” listing current goals and efforts of each committee, as well as committee chair photo and contact info, to change every 30-60 seconds in the background at BT meetings to drum up interest. BTO has a projector so this will be easy to do.

Conduct Review

- Board contracts and codes of conduct have been signed/collected for everyone except H. Fulton (Ally Bove will send her the necessary paperwork and get these completed ASAP).
- All board members will keep in mind that they represent BT at all times in the community.

Committee Submissions

- Monthly Reports
 - Most have been put on Dropbox. Community Events will be put on Dropbox within the next day (didn't have access to the shared Dropbox yet)
 - For each committee's report, please see monthly reports (each will be shared on our website monthly and archived – Ally Bove will Print to PDF and then Tony Griffith will upload them to the BT website)
 - Motions/seconds to approve each report:
 - Finance: J. Tigano, T. Griffith
 - Newsletter:
 - Other committee news/discussions and action items:
 - Legacy responsibilities/events from SPDC/BCC that haven't already been assigned:
 - Jacob/Whited: will fall under Beautification committee
 - Brookline wall (mural along Brookline Blvd): will fall under Beautification committee
 - Memorial Day parade: will fall under Community Events (H. Fulton), but Annette Ferrieri will continue attending the meetings as she has already been doing
 - Business directory: will fall under Membership. Business Development will assist.
 - Newsletter:
 - Caitlin will reach out to former BCC Executive Secretary in March to see if she is interested in a paid position assisting with the newsletter.
 - Aiming for a May newsletter resumption; submission deadline April 7.
 - Brock is trying to follow up with previous editor re: status of advertisers, but previous editor has not been responding to his attempts at communicating. We should be able to get the past 6 months of statements and copies of checks from the newsletter account, which

has been transferred from SPDC to BT. Lois McCafferty will take care of gathering this info from the bank, Brock Boutwell will send Bill Kim a spreadsheet of the advertisers, and Bill Kim will organize all of this documentation to “work backward” to determine when advertisers last paid and any future advertisements they are still owed AND if any advertisers owe us a balance for past issues of the newsletter.

- There’s enough money in the newsletter budget to cover approximately 3 months of printing. The new printer requires payment with credit or debit card; Caitlin McNulty will pursue getting a debit card for the newsletter account from Community Bank.
 - Can do 1,000 copies for \$363 per month. 500 copies is \$323. So it’s worth doing the 1,000. Big thank-you to Maureen Donahue for finding the new, much less expensive printer.
 - Digital copies will be in all color.
 - Will place physical copies at local businesses IF THEY ARE BUSINESS MEMBERS. (Exception: the library, because they can’t be a member organization but of course we want copies there.)
 - Will reach out to all Patreon contributors to find out if they are willing to continue their monthly contribution. Will also blast the Patreon again through e-mail and see if anyone else wants to sign up for a monthly contribution.
 - Discussion about advertising rates – discussion will continue; rates will be adjusted as needed to support monthly printing costs and cost of a paid administrative position a few hours per month. Brock Boutwell will put a budget together and then we’ll move forward.
 - There will be a banner down the left side listing all BT events
- Membership:
 - Currently at 31 business, 24 community, and 2 “friends of” members.
 - Window clings ordered for business members within the past week
 - Would like to collaborate with Business Development committee to work on getting businesses interested/excited about Brookline Together
 - Received dues from 1 individual and 1 business who didn’t submit membership form, so we don’t have their contact info. Ally Bove will follow up to track them own.
 - Beautification:
 - Pitt Be A Good Neighbor Day: March 30th. Will figure out what we can use them for. Perhaps to paint the green fence on the northwest corner of Brookline Blvd and Pioneer Ave.
 - Plantscape (company contracted by City of Pittsburgh) is handling Boulevard landscaping and litter for 2019.
 - Tony Griffith will reach out to Councilman Coghill’s office re: No Littering signs and more trash cans along the business district.
 - BT will also follow up with the city to request moving existing trash cans to the 39 bus stops to help discourage littering while waiting for the bus

- BT will also work on getting cigarette disposal receptacles donated from Lowes, which BT can then donate to the bar owners, if will sign an affidavit accepting responsibility for maintaining them
- Lowes on Baptist Road wants a priority list of items that BT would like them to donate – Tony Griffith will work on getting that to them so we can start accepting donations.
- Community Events
 - Geri Roberts resigned, as both she and her business are moving out of the neighborhood. Heather Fulton has accepted the position effective immediately. She is looking for a vice-chair and intends to ask Lisa Peach to fill the position.
 - Goal: “keep the good events and add some new ones”
 - Goal: make a better community presence – not just asking for donations or participation, but also stopping by to say hello and provide updates. To help with this, the committee will move its bimonthly meeting around to different businesses on the boulevard and engage the owners/employees and/or recruit other patrons at the business. (Can do different restaurants/bars, 802 Bean is willing to stay open late to host committee meetings, Geekadrome is willing to host)
 - Goal: better record-keeping by event chairs, so future chair can see what worked, what didn’t work, who has participated, etc.
 - Events:
 - Welcome to Brookline Crawl – May -- Lisa Peach and Samantha Melhorn will chair this event.
 - Community Yard Sale – June 2 -- Lisa Wilson will continue to chair this event. Will cost \$20. (Moving forward, this event will ALWAYS be the first Saturday in June.) Will recycle banner and yard sale signs as long as possible.
 - Bark in the Park – dog day in one of the parks – vendors, etc. Paul Drabick will chair.
 - Remainder of event details = will be on Dropbox
- Business Development
 - URA In Your Neighborhood was last week, and URA was really happy with the turnout
 - Will be changing day/time of committee meetings, as many were unable to make it.
 - Will use community and business survey results to inform priorities moving forward. Will also use results of 2013 post-Blvd reconstruction survey to inform priorities moving forward.
 - J. Tigano and L. McCafferty are attending a roundtable hosted by State Rep Dan Miller on Friday
- Proposed Budgets
 - Annette handed out a rough budget request form; each board member will need to complete one for their committee and return it --- but can also make suggestions for

more detailed budget requests to make it more organized. Bill Kim handed out some ideas to consider what each committee will be bringing money in for, and what each committee will be spending money for/on.

- Right now we have 1 main account and 1 newsletter account.
 - Any grants we receive will have their own account set up (which will be a requirement of each grant)
 - Can consider setting up separate accounts for each committee to make it easier for everyone to access what they need, vs. just having separate line items for the different categories
- Annette and Bill are working on setting up QuickBooks.

BT Long Term Goals

- Improve quality of life in Brookline
- Positive representation of Brookline outward
- Good communication

Old Business:

- Burgh Bees – we have the signed license from the City of Pittsburgh to put an apiary at the Jacob/Whited space. Next, we need to file for an Urban Agriculture permit through Permits, Licensing, and Inspections dept or Zoning dept. Bill Kim will follow up on this.

New Business:

- Welcome Wagon Report
 - House flipping businesses doing very well in Brookline
 - Sale prices keep increasing
- Dunster – there's a commercial property on Dunster with a request for a lot of work on it. Caitlin McNulty will forward the e-mail to the remainder of the board.
- Committee reporting: J. Tigano suggested having all committee reports due at least 1 week prior to large group meetings so all reports can be in prior to the larger meetings. Will table this to discuss more in the future.

Next large meeting: March. Ally will start blasting it on social media. Each committee will have (x) minutes to speak and (x) minutes for questions from the audience.

Meeting ended at 9:01 p.m. (Motion Bill Kim, seconded Heather Fulton, unanimously approved)